



# California Healthy Cities and Communities

## 2009 Annual Conference

*Lean, Green and Graying:  
Addressing Current Trends in  
Challenging Economic Times*

**April 23, 2009**

**The California Endowment  
Center for Healthy Communities  
Los Angeles, CA**



**CENTER FOR CIVIC PARTNERSHIPS**  
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## Program Overview

8:30 - 9:00 a.m.  
Yosemite Hall Foyer

### Registration and Continental Breakfast

9:00 - 9:15 a.m.  
Yosemite Hall A

#### Welcome and Introductions

- *Nicole Hara, Program Coordinator, California Healthy Cities and Communities, Center for Civic Partnerships*
- *Joan M. Twiss, Executive Director, Center for Civic Partnerships*

9:15 - 10:00 a.m.  
Yosemite Hall A

#### Keynote:

#### The California Endowment's Vision for the Next 10 Years

- *Marion Standish, Director, The California Endowment*

10:00 - 10:15 a.m.

#### Break

#### Concurrent Sessions

10:15 - 11:45 a.m.  
Yosemite Hall B

#### Panel I:

#### What Works in Joint Use and Why It's Important – Voices of Experience

- *Bill Fortmueller, Assistant Director, Recreation and Community Services, City of Vista*
- *Rick Gould, Director, Parks, Recreation and Community Services, City of Santa Clarita*
- *Dave Moore, Community Services Superintendent, City of Rancho Cucamonga*  
Moderator:
- *Gerardo Mouet, Executive Director, Parks, Recreation and Community Services Agency, City of Santa Ana*

10:15 - 11:45 a.m.  
Catalina Room

#### Panel II:

#### Plan Now or Pay More Later: Community-Based Planning for an Older Adult Population

- *Crispin Delgado, Management Analyst III, San Mateo County Health Department, Health Policy and Planning*
- *Tina Sray, Community Services Director, City of Chino*  
Moderator:
- *Joan M. Twiss, Executive Director, Center for Civic Partnerships*

10:15 - 11:45 a.m.  
Cabrillo Room

#### Roundtable Discussion A

#### Implementing the Healthy Cities Model

- *Jerry Van Leeuwen, Director of Community Services, City of Escondido*

## Program Overview

11:45 a.m. - 12:30 p.m.  
Yosemite Hall A or  
Outside Patio

### Lunch / Networking

12:30 - 1:45 p.m.  
Yosemite Hall A

### Plenary

#### City, County and Regional Responses to Climate Change Issues

- **Rick Cole**, City Manager, City of Ventura
  - **Eric Frykman**, Riverside County Health Officer, Director, Community Health Agency, Riverside County, Department of Public Health
  - **Huasha Liu**, Director, Planning Methods, Assessment and Compliance, Southern California Association of Governments
- Moderator:
- **Katherine Aguilar Perez**, Executive Director, Urban Land Institute, Los Angeles District Council

1:45 - 2:00 p.m.  
Yosemite Hall Foyer

### Break

Refreshments will be served

### Concurrent Sessions

2:00 - 3:30 p.m.  
Catalina Room

#### Panel III:

#### Communities Making Strides in Improved Mobility and Housing Alternatives

- **Dorit Fromm**, Design Research Communication
  - **Mary Poole**, Senior Management Analyst, City of Citrus Heights
- Moderator:
- **Clare Smith**, Research Associate, Cetner for Civic Partnerships

2:00 - 3:30 p.m.  
Yosemite Hall B

#### Panel IV:

#### City/County Partnerships

- **Jean Armbruster**, Director, Chronic Disease and Injury Prevention Program, County of Los Angeles Public Health, P.L.A.C.E. Unit
  - **Angelica Baltazar**, Healthy Communities Program Officer, San Bernardino County Department of Public Health
  - **Dede Benson**, Community Services Coordinator, City of Fontana
- Moderator:
- **Ron Arias**, Director, City of Long Beach, Department of Health and Human Services

2:00 - 3:30 p.m.  
Cabrillo Room

### Roundtable Discussion B

#### Collaboration 2.0: Going Beyond the Basics

- **Margery Pierce**, Neighborhood Services Director, City of Oceanside

3:30 p.m.

### Adjourn Conference

Please remember to turn in your conference evaluation forms.

## Keynote Address



### *The California Endowment's Vision for the Next 10 Years*

**Keynote Presenter: Marion Standish, Director, The California Endowment**

Marion Standish will describe The California Endowment's (TCE) vision for Building Healthy Communities, including how it will build on the experience from Healthy Cities and Communities and other place-based movements. TCE's goal is to support the development of communities where children and youth are healthy, safe and ready to learn. Ms. Standish will highlight how TCE's ten year strategic direction represents their commitment to elevate the experiences of local communities to shape and influence regional, state and national policy decisions.

## Plenary Panel

### *City, County and Regional Responses to Climate Change Issues*

**Time: 12:30 p.m. - 1:45 p.m.**

**Location: Yosemite A**

California is at the forefront of confronting climate change, as communities begin to plan how to meet new legislative air quality requirements. Some localities are taking the next step of incorporating these issues in their efforts to create sustainable communities. Our speakers will engage in a provocative discussion among themselves and with conference attendees on the role of cities, counties, regional entities and the private sector in tackling climate change issues. The panel will also explore where cooperative efforts are working and how the multiple levels of government and community partners can work together and integrate Healthy Cities principles as they address climate change and the related issues.

#### **Plenary Panelists:**



**Rick Cole**  
City Manager  
City of Ventura



**Eric Frykman**  
Riverside County Health Officer  
Director, Community Health Agency  
Riverside County, Department of  
Public Health



**Huasha Liu**  
Director, Planning Methods  
Assessment and Compliance  
Southern California Association of  
Governments

#### **Plenary Panel Moderator:**



**Katherine Aguilar Perez**  
Executive Director  
Urban Land Institute  
Los Angeles District Council

## Concurrent Session Descriptions

### 10:15 - 11:45 a.m. **What Works in Joint Use and Why is it Important – Voices of Experience**

Panel I  
Yosemite B

*Speakers:*

- **Bill Fortmueller**, Assistant Director, Recreation and Community Services, City of Visalia
- **Rick Gould**, Director, Parks, Recreation and Community Services, City of Santa Clarita
- **Dave Moore**, Community Services Superintendent, City of Rancho Cucamonga

*Moderator:*

- **Gerardo Mouet**, Executive Director, Parks, Recreation and Community Services Agency, City of Santa Ana

Presenters and participants will explore the issues involved in developing and sustaining effective joint use agreements (JUA's) that maximize the use of existing facilities. Each of the presenters has extensive, direct experience creating joint use opportunities among traditional partners (cities and school districts), as well as some unique and creative examples to share. Panelists will engage in a lively discussion with each other and audience members regarding key joint use issues such as forging partnerships, legal requirements, contractual do's and don'ts, benefits, challenges and financial aspects. In the current economic climate when construction of new facilities is a rarity, this session will help you understand how to make joint use work in your community.

### 10:15 - 11:45 a.m. **Plan Now or Pay More Later: Community-Based Planning for an Older Adult Population**

Panel II  
Catalina Room

*Speakers:*

- **Crispin Delgado**, Management Analyst III, San Mateo County Health Department, Health Policy and Planning
- **Tina Sray**, Community Services Director, City of Chino

*Moderator:*

- **Joan M. Twiss**, Executive Director, Center for Civic Partnerships

California is facing a demographic transformation as the 65+ population skyrockets over the next 25 years. Participants in this session will learn about the planning processes the City of Chino and County of San Mateo are using to identify the needs of current and future older adults, including "baby boomers" and the implications of their results. Speakers will address the impetus behind their efforts, the development of their tools and methodologies, and present key findings. Panelists will also discuss the challenges and opportunities they have encountered in planning for an older adult population with very different interests and expectations than municipal governments have traditionally met through senior centers and related programs.

### 10:15 - 11:45 a.m. **Implementing the Healthy Cities Model**

Roundtable Discussion A  
Cabrillo Room

*Table Presenter:*

- **Jerry Van Leeuwen**, Director of Community Services, City of Escondido

There are core Healthy Cities principles that underlie this approach. In this roundtable discussion, participants will have the opportunity to share and explore some of those principles and strategies with each other and the facilitator, who brings 17 years of experience in developing and sustaining a Healthy Cities program in Escondido. Bring successful examples from your community to share with your counterparts in other cities and communities and any challenges you are facing to get feedback and ideas from your colleagues.

## Concurrent Session Descriptions

### 2:00 - 3:30 p.m. **Communities Making Strides in Improved Mobility and Housing Alternatives**

**Panel III**  
**Catalina Room**

*Speakers:*

- **Dorit Fromm**, AIA, Design Research Communication
- **Mary Poole**, Senior Management Analyst, City of Citrus Heights

*Moderator:*

- **Clare Smith**, Research Associate, Center for Civic Partnerships

Livable and aging-friendly communities require housing models that support aging within neighborhoods and multiple transportation/mobility options that allow residents of all ages and abilities to fully participate in community life. This panel will explore innovative housing examples from Europe and the United States that provide ideas for a different generation of older adults beginning to need care and social services. Participants will also learn about the City of Citrus Heights' comprehensive efforts to identify obstacles to neighborhood mobility and strategies being implemented to address those obstacles. This session will provide both a theoretical framework and practical strategies for improving mobility and housing across the age span.

### 2:00 - 3:30 p.m. **City/County Partnerships**

**Panel IV**  
**Yosemite B**

*Speakers:*

- **Jean Armbruster**, Director, Chronic Disease and Injury Prevention Program, County of Los Angeles Public Health, P.L.A.C.E. Unit
- **Angelica Baltazar**, Healthy Communities Program Officer, San Bernardino County Department of Public Health
- **Dede Benson**, Community Services Coordinator, City of Fontana

*Moderator:*

- **Ron Arias**, Director, City of Long Beach, Department of Health and Human Services

How can cities and counties work together to create healthy communities? Panelists will present various approaches at different stages of development for aligning cities and counties to achieve mutual and complementary Healthy Cities' goals. Representing the county and city perspectives, speakers will address the opportunities and challenges these partnerships present and provide concrete examples of working partnerships in Los Angeles and San Bernardino Counties.

### 2:00 - 3:30 p.m. **Collaboration 2.0: Going Beyond the Basics**

**Roundtable Discussion B**  
**Cabrillo Room**

*Table Presenter:*

- **Margery Pierce**, Neighborhood Services Director, City of Oceanside

How do you get beyond the "usual suspects" and engage non-traditional partners and community residents in your Healthy Cities/communities initiative? This roundtable will provide an opportunity for participants to hear briefly about some of the successful strategies the City of Oceanside has used to engage a diverse group of community stakeholders over its 15 years as a Healthy City, and to share with each other the collaboration challenges and successes from their own communities. Consider this a mini learning network and take advantage of the valuable lessons learned and expertise of your colleagues from around the state.

## Speaker Biographies

### **Ron Arias**

Ron Arias is the Director of the Department of Health and Human Services (DHHS) for the City of Long Beach. In this capacity Mr. Arias is responsible for an annual budget of over \$50 million and oversees six departmental bureaus which include: Public Health, Environmental Health, Animal Control, Preventive Health, Administrative Support Services and Physician Services. As DHHS Director he spearheaded the development of the Miller Family Health Education Center, which opened its doors in April of 2004. The Mission of the MFHEC is to provide a vital learning environment dedicated to promoting a healthy city through health education, leadership development and collaboration with our diverse community. At the heart of the MFHEC is the Multicultural Pavilion, a state of the art conference and training center with integrated language interpretation equipment similar to a mini-United Nations meeting room. Mr. Arias is a graduate of the University of Southern California with a Master's in Public Administration. He received his bachelor's degree in Kinesiology from California State University, Long Beach.

### **Jean Armbruster**

Jean Armbruster is currently the Director of the PLACE Program (Policies from Livable, Active Communities and Environments) at the Los Angeles County Department of Public Health. Launched in 2006, the program addresses the affects of the physical and social environment on residents' health. Ms. Armbruster received her undergraduate degree from Colorado College and her Master of Arts in Applied Anthropology from California State University, Long Beach. She has previously served as a Children's Health Analyst for the Children's Health Initiatives Unit at the Los Angeles County Maternal, Child, and Adolescent Health Program, where she worked to implement the Department's asthma goals and objectives.

### **Angelica Baltazar**

Angelica Baltazar is the Healthy Communities Program Coordinator for the County of San Bernardino Department of Public Health. Her role is to provide technical assistance to communities throughout the county giving specific recommendations for policy and environmental strategies to improve residents' health. She works in the various sectors of the community including local government, education, community organizations, faith based organizations, media, and health care in order to promote healthier lifestyles and access to health. Currently, the Healthy Communities Program has official partnerships with twelve cities which reach over half the residents of the County of San Bernardino. Ms. Baltazar holds a Bachelor of Social Work from California State Polytechnic University in Pomona and a Master of Social Work in Policy, Planning, and Administration from Loma Linda University.

### **Dede Benson**

Dede Benson has been with the City of Fontana for three years and was hired as the first Community Services Coordinator for the Healthy Fontana Program. Healthy Fontana quickly became an awarding winning community-based program designed to promote active living and smart choices in nutrition to the residents and employees, and encourages Smart Growth communities to developers in Fontana. Ms. Benson currently sits on the City's Development Advisory Board, where she gives input on new development that brings walkability and connectivity throughout the City. Her creativity and determination awarded the Healthy Fontana Program the California League of Cities, Helen Putman Award for Excellence in Health and Wellness for 2008. Ms. Benson is a graduate from the University of Maine at Farmington with a Bachelor of Arts in Business and Economics with a concentration in Sports Coaching and Management.

### **Rick Cole**

Rick Cole has been City Manager of Ventura since 2004. He was recently honored by Governing Magazine as one of their nine "2006 Public Officials of the Year," the only City Manager in the nation to earn that distinction. Mr. Cole has focused on four key priorities, the ABCS of Ventura government: Accountable government; Balanced budget, Civic Engagement and Smart Growth. Called "one of Southern California's most visionary planning thinkers" by the Los Angeles Times, he previously served six years as City Manager of Azusa, California. He brings an unusual background to city management, having previously served as the Southern California Director of the Local Government Commission, Mayor of Pasadena, Executive Director of the West Hollywood Marketing Corporation and co-founder of the Pasadena Weekly newspaper. Cole is widely cited as an urban policy expert and is a member of the Congress for New Urbanism, the Urban Land Institute and the International City/County Manager's Association.

### **Crispin Delgado**

Crispin Delgado joined the Health Policy and Planning staff of the San Mateo County Health System as a Management Analyst in November 2006. He is the project manager for the Healthier Outcomes through Multi-disciplinary Engagement (HOME) Team and the San Mateo County Projection Model, which seeks to project socio-demographic data for San Mateo County's older adult population. Previously, Mr. Delgado served as a Policy Analyst for an applied health policy research unit of the University of California, Office of the President. He received bachelor degrees from the University of California, Davis in International Relations and Spanish in 2000 and his Master's in Public Policy from the Goldman School of Public Policy in 2003 from the University of California, Berkeley.

## Speaker Biographies

### **Bill Fortmueller**

Bill Fortmueller has worked in the Park and Recreation profession for over 35 years. He is currently the Assistant Director of Recreation and Community Services for the City of Vista in north San Diego County where he oversees the Aquatics, Cultural Arts, Senior Services, Senior Nutrition, Recreation, Rancho Buena Vista Adobe divisions, capital improvement projects of the Department and the City's Public Arts program. Prior to his current position with the City, Bill served as the Parks and Building Superintendent for 15 years where he oversaw the construction of the Wave Water Park, renovation of the Avo Theater and the construction of 4 city parks. He was employed by the Mission Viejo Company as the Manager of Recreation for 12 years and the University of California at Irvine as Facility/Program Coordinator for 5 years. Mr. Fortmueller received his Bachelor of Arts degree in Humanities from the University of California at Irvine and a Master of Arts degree in Recreation Administration from California State University at Los Angeles.

### **Dorit Fromm**

Dorit Fromm writes and researches on design, community and aging. She has been researching nonprofit senior housing and services models in the Netherlands, Denmark, Germany, and Sweden. Ms. Fromm's writings have appeared in local, national and international publications and she is the author of *Cohousing, Central Living and Other New Forms of Housing*.

### **Eric Frykman**

Eric Frykman serves as the Health Officer of Riverside County and also directs the county's Community Health Agency. Dr. Frykman is involved in the development of local prevention and response plans for threats to the public's health. He enjoys questioning the status quo in a search for innovative solutions to public health's challenges. After completing medical training at Loma Linda University (LLU), Dr. Frykman pursued a residency in public health/preventive medicine at LLU Medical Center. He earned his MBA with an emphasis in Strategy from the Drucker School of Management. Dr. Frykman has also served or studied in multiple countries including Bangladesh, Mexico, Russia, and East Africa.

### **Rick Gould**

Richard E. Gould has been the City of Santa Clarita's Director of Parks, Recreation, and Community Services since March of 2001. He is focusing on park development, facility construction, and open space issues, as well as strategic planning to manage the projected growth of the Parks, Recreation, and Community Services Department. Cultural arts, special events, and partnerships have been a recent growth area. Mr. Gould has over 30 years of Parks and Recreation experience. Prior to Santa Clarita, he was the Community Services Manager for the City of Pleasanton. Mr. Gould received his Bachelor of Art's degree in Political Science and History from the University of Redlands. He earned a Masters degree in Public Administration from the University of Southern California.

### **Nicole Hara**

Nicole Hara is the California Healthy Cities and Communities (CHCC) Program Coordinator at the Center for Civic Partnerships. Ms. Hara has seven years of experience working in the health and public policy field. Previously, she worked as a Project Manager for the Center for Health Improvement. She has also worked for the California Office of Statewide Health Planning and Development; the Sacramento Area Council of Governments; and the U.S. House of Representatives. She received her Bachelor of Arts in Political Science from California Polytechnic State University, San Luis Obispo, and has a Master of Public Policy and Administration from California State University, Sacramento.

### **Huasha Liu**

Huasha Liu is the Director of the Department of Planning Methods, Assessment and Compliance at the Southern California Association of Governments (SCAG). Major programs under Ms. Liu's supervision include Data Management, GIS Applications, Integrated Land Use / Economic / Transportation Model Development, Regional Housing Needs Assessment, Advanced Analysis and Research, Transportation Modeling Application, and the State of the Region Report. She has over twenty years experience in transportation, regional planning and related fields. She also has substantial planning experience in Nanjing, China focusing on regional collaboration and public policy for economic development on the Pacific Rim. In 2004 Ms. Liu was appointed by the Los Angeles County Board of Supervisors to serve on the county's Quality and Productivity Commission. Ms. Liu earned her bachelor's degree in Urban and Regional Planning from Nanjing University and her Master's degree in Urban and Regional Planning with a specialization in transportation planning from the University of Southern California's School of Policy, Planning, and Development.

## Speaker Biographies

### **Dave Moore**

Dave Moore is one of two superintendents that manage the operations, personnel and facilities of a large and enterprising community services department in the City of Rancho Cucamonga. Mr. Moore has been responsible for assisting or taking the lead in the development and management of most of the department's joint use agreements. This includes the development of a number of partnerships with various school agencies, nonprofit agencies and private businesses to promote a more effective use of resources and enhance the number of services that can be offered to the community. This is an important goal of Rancho Cucamonga's Healthy RC program and has saved the City and its partners a great deal of money over the last several years.

### **Gerardo Mouet**

Gerardo Mouet was appointed as the Executive Director for the City of Santa Ana's Parks, Recreation, and Community Services Agency in August 2004. After getting his Bachelor of Arts degree in Political Science from the University of California, San Diego, he worked as a Fair Housing Counselor in Los Angeles and later accepted a position at the University of California, Irvine where he served as Assistant Director for the Educational Opportunity Program. Gerardo began working for the City of Santa Ana in 1990 and helped establish the City's Workforce Diversity Program and coordinated the City's Public Business Academy. Gerardo has focused in leading the Agency on accomplishing its mission in a team-oriented way. The purpose of the Agency is to provide quality programs and services that inspire fun, fitness, and respect through active living, community events, arts, culture, and exploration of the natural world. The Agency's motto is Learn \* Have Fun \* Get Fit \* Be Respectful. With an annual budget of \$16 million, the 300 employees in Santa Ana's Parks, Recreation, and Community Services Agency serve the largest city in Orange County and 9th largest city in the State of California with a population of 370,000. The Agency manages 40 parks, athletic fields, a network of trails, 19 Recreational facilities, such as recreation centers, senior centers, pools, libraries, a Stadium and a Zoo.

### **Katherine Aguilar Perez**

Katherine Aguilar Perez is the Executive Director of the Urban Land Institute, Los Angeles District Council. With her diverse background in private real estate development, governmental policy and urban planning, she has emerged as one of the most articulate and credible advocates promoting the responsible use of land. In 2007, Multi-Housing News selected Ms. Perez as an industry leader and one of the eight notable "People to Watch in Multi-Housing." She was accompanied by a highly acclaimed list of industry professionals chosen for their commitment to workforce housing, green building, and the principles of New Urbanism. Southern California based Business Life magazine also recognized her as an "Outstanding Leader." Ms. Perez was the co-founder and Executive Director of the Transportation and Land Use Collaborative (TLUC) of Southern California, a nationally recognized non-profit that promotes greater civic involvement in planning and development. Previously, she worked for Pasadena Mayor William Bogaard as the Deputy to the Mayor where she worked on transportation, planning and Latino constituents' issues. Ms. Perez is a frequent speaker at national, state and local conferences on issues pertaining to land use, development, transportation, community planning, and civic engagement. She received her Masters degree in Urban Planning and Transportation from UCLA and her Bachelors degree in Political Science from California State University, Northridge.

### **Mary Poole**

Mary Poole began her career with the City of Citrus Heights in October of 1998 and has steadily grown with the City. Ms. Poole is the lead for the City's Healthy Cities project and is now facilitating the creation of a "green" planning curriculum for residents to learn and apply sustainable, healthy "green" practices as individuals, households and as a community. She also holds responsibilities in contract and program administration, the Capital Improvement Program, traffic safety, walkability and accessibility outreach, and project implementation. Ms. Poole received her Bachelor of Arts in Criminology from the University of Minnesota, Duluth. She is now pursuing a Master's degree in public administration.

### **Clare Smith**

Clare Smith is a Research Associate with the Center for Civic Partnerships. Ms. Smith engages in research and development projects to produce new resources for municipal leaders and their partners on community-based planning for healthy aging. This work recognizes the importance of planning for potential challenges and promises of an aging California, by building and expanding on the successful Healthy Cities and Communities Program. Ms. Smith has over 20 years of experience in the planning, implementation, promotion and administration of statewide services and activities focusing on improving access to Medicare benefits, promoting the rights and protections of Medicare beneficiaries and their families, rural health care advocacy, community-based services for the aging, caregiver and long term care issues. Over the years, she has worked directly with a diverse array of community-based organizations, engaged in coalition-building and presented to various stakeholders (e.g., consumer advocates, general public, media representatives, government officials and legislative staff) on complex social, aging, health and public policy issues in California. Ms. Smith has a Bachelors degree in Psychology and a certificate in Applied Social Gerontology from San Jose State University and received a Master's degree in Gerontology from the University of Northern Colorado.

## Speaker Biographies

### **Tina Sray**

Tina Sray has worked in the parks and recreation profession for the last 28 years. Ms. Sray's professional career includes working as a park maintenance worker for the City of Palm Springs, park planning intern for the City of Anaheim and management assistant for the City of Redlands. Subsequently, she began her employment with the City of Chino, where she is currently employed as the Community Services Department Director. Ms. Sray is an active board member for Soroptimist International, California Parks and Recreation Society, American Red Cross, and the Chino Youth Boxing Foundation. She is the Parks Commissioner for the City of Redlands and the past president of the Rotary Club of Chino. Ms. Sray received her bachelor's degree in Park Administration from California State Polytechnic University, Pomona.

### **Marion Standish**

Marion Standish currently serves as Director at The California Endowment (TCE). She previously held the position of Program Director for The Endowment's Disparities in Health program, where she led the foundation's efforts to develop program initiatives that reduce health disparities. In that capacity Ms. Standish served as lead officer on many major funding initiatives, including Healthy Eating Active Communities; Community Action to Fight Asthma; and The Partnership for the Public's Health. She also designed TCE's partnership project with The Rockefeller Foundation, California Works for Better Health, a four year effort to build the capacity of community-based organizations to improve neighborhood health status through regional employment strategies. Ms. Standish also provides national philanthropic leadership in the development of foundation partnerships and serves as the convener for the Convergence Partnership which brings multiple funders together to pursue cross sector efforts to build healthy communities.

Ms. Standish serves on the board of directors of the Food Research and Action Center, the San Francisco Community Boards Program, and the Neighborhood Funders Group. She was recently appointed to the Judicial Council's Legal Services Trust Fund Commission and San Francisco's Children Youth and Families Commission. Marion received her J.D. from the University of San Francisco School Of Law, and both her Master's and undergraduate degrees from New York University.

### **Joan M. Twiss**

Joan M. Twiss is the Founder and Executive Director of the Center for Civic Partnerships. She is responsible for the Center's strategic direction, research and development, and overall program management and evaluation. Ms. Twiss designed and continues to direct California Healthy Cities and Communities, the first and largest program of its kind in the United States. She has authored articles for peer-reviewed journals and practitioner-oriented publications, most recently including resources for community-based healthy aging. She also has been involved in the study and development of community indicators and hospital community benefits guidelines. Over the last several years, Ms. Twiss has developed and led multiple technical support programs, often as part of comprehensive community health improvement initiatives, which have assisted organizations and collaboratives, throughout all regions of the state. Throughout her career, she has conceptualized and launched several successful programs and initiated and managed an Office on Youth in county government. Ms. Twiss also directs the Center's Organizational Development Services and Organizational Learning and Evaluation programs. She has a Master of Arts in Health Education, with coursework in Urban Studies, from the University of Maryland and a Bachelor of Science in Public Health from the University of Massachusetts. She is also a certified charrette planner.

### **Jerry Van Leeuwen**

Jerry Van Leeuwen began work in Escondido in January 1987 as the Assistant Director of Community Services and was later promoted to Director of Community Services, with responsibility for senior citizen programs, housing, library and human services. Mr. Van Leeuwen also provided staff support for the Public Art Commission. During his work with Escondido, he has developed many programs specifically directed towards strengthening and revitalizing lower income areas. In addition, his department created and implemented programs such as community gardens, alcohol abuse prevention and community outreach. Some of these efforts have been recognized by California Healthy Cities and the League of California Cities. Mr. Van Leeuwen was the recipient of the Health Hero award from Palomar-Pomerado Health in 2003. A native Californian, Jerry graduated from Westmont College in Santa Barbara and received a Masters of Administration degree from the University of California, Riverside. He is also a 1991 graduate of LEAD San Diego.



California Healthy Cities  
and Communities

## Sponsoring Organizations



Center for Civic Partnerships  
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### Center for Civic Partnerships

The Center for Civic Partnerships, based in Sacramento, is a support organization that strengthens individuals, organizations, and communities by facilitating learning, leadership development, and networking. We provide technical support and consultation, sponsor educational programs, and develop resource materials for various audiences including local policy makers and government administrators, non-profit organizations, community-based organizations and residents. Center staff have extensive contacts and working relationships with key stakeholders in local and statewide associations, ethnic networks, and state organizations and agencies.

Among the Center's current programs and services are: California Healthy Cities and Communities (CHCC), the CHCC Network, Organizational Development Services, Organizational Learning and Evaluation, and the Community Compass. Local efforts associated with these programs have included a wide range of community wellness and prevention issues such as healthy aging, nutrition and physical activity, youth and leadership development, injury control, and safe environments. Our organizational development efforts strengthen nonprofits in such areas as evaluation and organizational learning, board development, fundraising, strategic planning and sustainability.

CHCC has been a leader in the international healthy communities movement since 1988. CHCC is a statewide initiative to enhance the capacity of local governments, community-based organizations and others to improve community health and quality of life. The program assists groups with developing, implementing and evaluating inclusionary, community-driven programs, policies and plans which address environmental, social and economic determinants of health.



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### Public Health Institute

The Center's parent organization is the Public Health Institute (PHI). For over 40 years, PHI has been at the forefront of tackling some of the nation's most complex and challenging public health issues. PHI is an independent, nonprofit organization dedicated to promoting health, well-being, and quality of life for all people through research and evaluation, training and technical assistance, and by building community partnerships. PHI promotes and sustains independent, innovate research, training and demonstration programs-many in collaboration with the private health care system and community-based organizations. PHI also partners with government to support its role in assessment, policy development and assurance.

PHI's over 250 quality programs and projects help to improve the health of people and communities and inform the development of public policy. PHI's ultimate goal is to be known as the nation's leading independent nonprofit organization attracting inspired leaders who are committed to saving lives and improving the quality of life by strengthening public health locally and globally.

## Conference Support



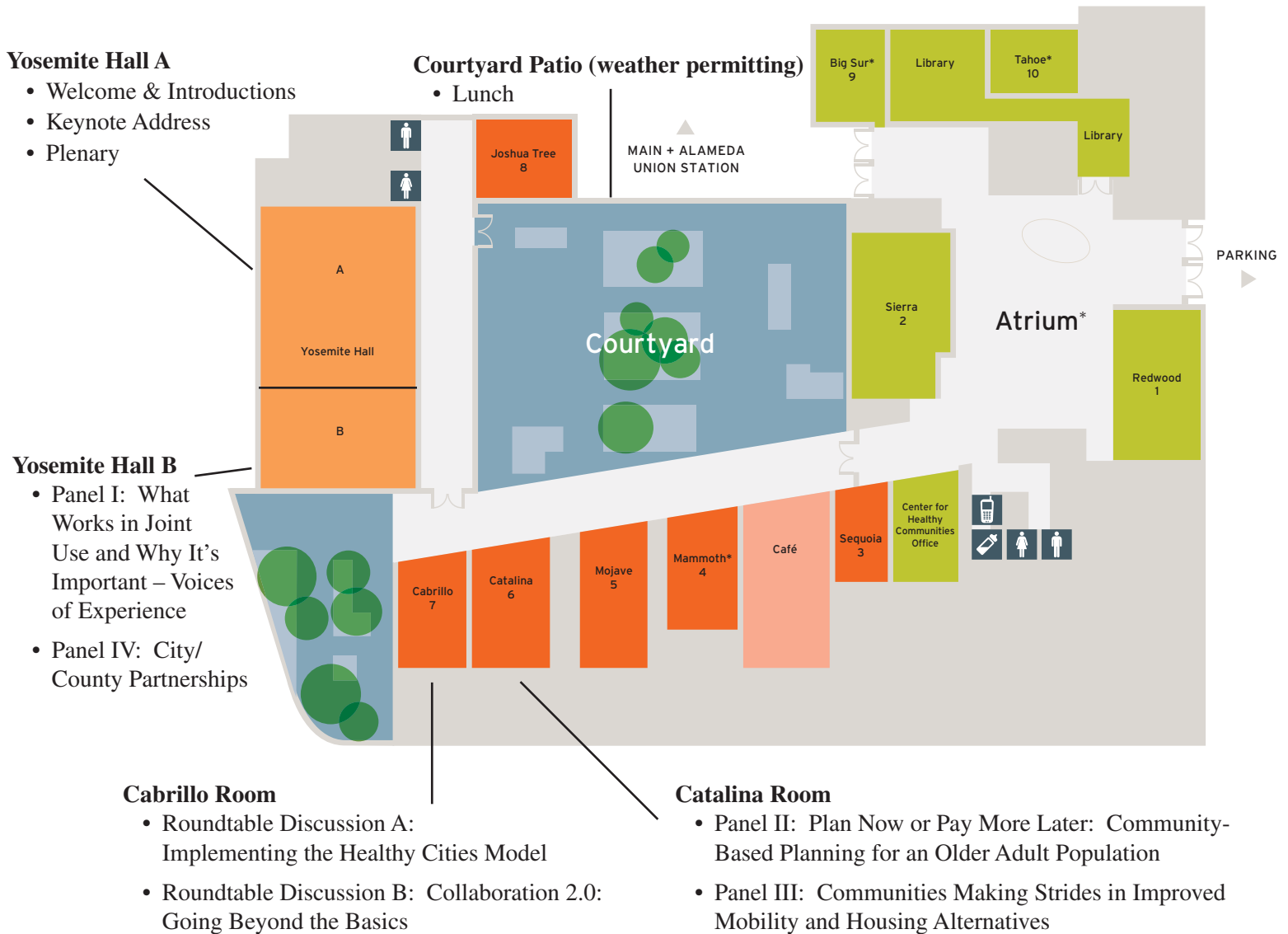
California Healthy Cities and Communities is conducted by the Center for Civic Partnerships, Public Health Institute under Contract # 07-65423 with the California Department of Public Health, supported by the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention.



The Center for Civic Partnerships would like to thank The California Endowment's Center for Healthy Communities for their generous support in hosting the conference and for the use of all the audio visual equipment utilized in the various conference rooms used throughout the day.

## Session Locations

# California Healthy Cities and Communities 2009 Annual Conference



California Healthy Cities  
and Communities